

OVERVIEW

The National 2-1-1 Initiative is designed to accelerate, lead, and support the implementation and sustainability of the national 2-1-1 system. 2-1-1 is the three-digit telephone number assigned by the Federal Communications Commission for the exclusive purpose of providing widespread access to community information and referral services. Today, 2-1-1 reaches more than 30 million Americans – just over 10% of the population. Our near-term goal is to ensure access to high quality community information and referral service through 2-1-1 for at least 50% of the United States' population by 2005, growing to 100% thereafter.

2-1-1 builds America's capacity to strengthen the way people access help and engage in civic life. Americans will use 2-1-1 to navigate the complex and ever-growing maze of health and human service providers, government agencies, and community-based service organizations and their associated programs. 2-1-1 Centers will strengthen communities and expand civic engagement by connecting people with information they need to participate in community-building and problem-solving activities, and by connecting people who want to volunteer with the opportunities to do so. In fact, through the Public Health Security and Bioterrorism Preparedness Act (HR 3448), the federal government has recognized the value of a national 2-1-1 system, and has cited 2-1-1 as a potential recipient of funding.

The Alliance of Information & Referral Systems (AIRS) and United Way of America (UWA) have partnered to play a major role in the National 2-1-1 Initiative. AIRS is the professional national information & referral (I&R) membership organization, representing more than 1,000 comprehensive, specialized, and military I&Rs. United Way of America (UWA) is the national organization dedicated to leading the United Way movement in making measurable impact in every community across America, and is comprised of 1,400 community-based United Way organizations. In addition, AIRS and UWA are collaborating with other public and private national entities that are equally committed and contributing to the success of 2-1-1.

STATUS OF 2-1-1 IMPLEMENTATION

Today, 2-1-1 reaches more than 30 million Americans – just over 10% of the population – with 33 active 2-1-1 centers in 15 states.



INVESTMENT HIGHLIGHTS & SOCIETAL IMPACT

The following points highlight the strength of this investment opportunity:

- Innovative response to the demand for access to critical community information and referral services that saves money and time;
- Clear national vision and growth strategy driven by experienced and representative leadership;
- Opportunity to become a driving force behind greater civic engagement; and,
- Proven service model that requires funding for accelerated growth, not a start-up investment.

The national 2-1-1 system will significantly impact society by:

- Providing the infrastructure to connect individuals with precise information and social services that address their individual needs;
- Generating maximum social capital by drawing communities together to work on issues they care most about;
- Creating a relied-upon social utility available to everyone that uses the aggregated data from 2-1-1 Centers nationwide to drive improvements in the way individuals access help, and the way help is provided to society;
- Improving the overall performance and reducing the stigma often associated with human service efforts;
- Employing high-touch personal interaction to analyze callers' needs and impact their lives; and,
- Empowering the nation to better respond to large-scale emergencies.

THE NATIONAL 2-1-1 INITIATIVE

1319 F Street, NW, Suite 601, Washington, DC 20004
T 404.373.5785 / F 202.318.0393 / www.211.org

As of: July 2002



PRODUCTS & SERVICES

We will offer state and local 2-1-1s a portfolio of services packaged into seven major categories. The National 2-1-1 Initiative will begin where local and state 2-1-1 partnerships are by understanding their current stage of development and tailoring products and services that will be most effective in moving existing efforts forward, thereby significantly reducing the time required for the developmental cycle of local and state 2-1-1 effort.

- **Telecommunications & Technology.** To provide education, guidance, and technical support for the use of current and emerging telecommunications.
- **State System Development.** To build on existing and/or creating new state-level collaborations.
- **Quality Assurance.** To comply with AIRS' long-accepted national standards and quality assurance systems, which encompass National Standards for 2-1-1 Centers.
- **Fund Development.** To establish a national 2-1-1 fund to leverage resources to finance state and local 2-1-1 development and operations.
- **Capacity Building.** To provide the training and resources necessary to drive the growth of 2-1-1 Center's operations, management, and information sharing and response.
- **Public Policy.** To educate and engage government leaders at the national, state, and local levels to support 2-1-1.
- **Marketing & Communications.** To build national support for and drive callers to the national 2-1-1 system.

OPERATIONAL OVERVIEW

Our strategy will be executed in three operational phases, the first of which has already been completed:

- **Phase 1 / Research, Planning & Infrastructure / Aug. 2000 to Dec. 2001.**
 - Inaugurated 2-1-1 Institute.
 - Secured national seed funding.
 - Created National 2-1-1 Council and National Coalition.
 - Hired National Director.
 - Published first independent assessment of 2-1-1 service development.
 - Federal legislation introduced.
- **Phase 2 / Assuming Leadership / January 2002 to January 2005.**
 - Developing products and services.
 - Strengthening project infrastructure.
 - Securing funding for state development.
 - Implementing communications strategy.
 - Expanding 2-1-1 Institute curriculum and course schedule.
 - Leading public policy work on regulatory and legislative issues.
 - Exploring pilot program to provide Web access to 2-1-1.
 - Creating a technology development strategy.
 - Designing evaluation criteria for the national 2-1-1 system.
- **Phase 3 / Growth & Maintenance / February 2005 and Beyond.**
 - Maintain and improve products and services.
 - Promote additional growth toward full coverage.
 - Establish new strategic alliances.

MANAGEMENT TEAM

Name	Previous Experience
Dan Williams, <i>National 2-1-1 Director</i>	More than 20 years of nonprofit management experience. Highly skilled in building multi-sector partnerships and designing, developing, and implementing major human service initiatives at the local, regional, and state levels.
Lori Warrens, <i>AIRS Executive Director</i>	Over 20 years of experience in both the private and non-profit sectors, including the development of the nation's first three-digit number dedicated to community information and referral.
Michael Brennan, <i>UWA Executive Vice President</i>	A 17-year United Way veteran with extensive leadership experience in management, fund development, marketing, and volunteer leadership development.
Linda Paulson, <i>UWA Director 2-1-1 Partnerships</i>	Nearly 10 years of experience in local United Ways and national non-profit organizations including experience in fundraising and national systems development.

